# SEO Fix Guide

https://drrajeevagarwal.in/blog/a-controversial-approach-to-cervical-cancer-awareness/
Audit #881 · 2026-07-26 11:00 · Overall 84/100

Total issues: **27** · High: **3** · Medium: **18** · Low: **6**

## High (3)

High | Spam security | Priority 74/100 | Hard (~120m)

### No injected/obfuscated code

Potential hacked/injected-code signals: hidden offsite iframe.

#### Generic best practice

Potential hacked-site/injected-code signals found. Scan source for obfuscated scripts and hidden iframes, check for unexpected admin users and recently modified files, restore from a clean backup, update CMS/plugins, then request a review in Search Console.

#### Code fix

Before:

```
<script>eval(atob("...base64..."))</script>
```

After:

```
<!-- remove injected script; patch the vulnerability that allowed it -->
```

High | Headings | Priority 73/100 | Easy (~15m)

### H1 tag present

No <h1> found.

#### Location

Line **337** · `#btBody`

```
   336
>  337  <body data-rsssl=1 class="post-template-default single single-post postid-3172 single-format-standard
bt_bb_plugin_active bt_bb_fe_preview_toggle bodyPreloader btMenuRightEnabled btStickyEnabled btLightSkin
btTopToolsInMenuArea btMenuGutter…
   338
```

#### Generic best practice

Every page needs exactly one <h1> tag — the primary heading. It tells both users and search engines what the page is about, and is the strongest on-page ranking signal.

#### Code fix

Before:

```
<body>
  <div>Page content with no H1</div>
</body>
```

After:

```
<body>
  <h1>Your Main Page Heading</h1>
  <!-- rest of content -->
</body>
```

High Images Priority 73/100 Easy (~15m)

### Images have dimensions

Only 0/6 images have explicit dimensions.

#### Location

Line **354** · `div.port > div.menuHolder > div.logo > span > a > img.btMainLogo`

```
   353       <span>
>  354        <a href="https://drrajeevagarwal.in/"><img class="btMainLogo" data-hw="5.7246376811594"
src="data:image/svg+xml,%3Csvg%20xmlns='http://www.w3.org/2000/svg'%20viewBox='0%200%200%200'%3E%3C/svg%3E"
alt="Dr Rajeev Agarwal" data-lazy-src=…
   355      </div><!-- /logo -->
```

#### Generic best practice

Set explicit width/height on every <img> to prevent Cumulative Layout Shift. Browser reserves the box before the image loads.

#### Code fix

Before:

```
<img src="photo.jpg" alt="...">
```

After:

```
<img src="photo.jpg" width="800" height="600" alt="...">
```

## Medium (18)

Medium Meta Priority 68/100 Trivial (~5m)

### Title length

Title is 75 characters — likely truncated in SERPs.

#### Location

Line **11** · `html > head > title`

```
    10   <!-- This site is optimized with the Yoast SEO plugin v18.8 - https://yoast.com/wordpress/plugins/seo/
-->
>   11   <title>Controversial Perspective on Cervical Cancer Awareness | Dr. Rajeev Agarwal</title>
    12   <meta name="description" content="Explore a thought-provoking approach to cervical cancer awareness
that challenges conventional views, sparks debate, and encourages critical reflection on established norms in
healthcare and advocacy." />
```

#### Generic best practice

Title is outside the 30-60 character sweet spot. Google truncates titles longer than ~60 chars in search results, hiding your keywords. Keep the primary keyword near the start.

#### Code fix

Before:

```
<title>75 chars</title>
```

After:

```
<title>Shortened title — primary keyword first (?60 chars)</title>
```

Medium Page speed Priority 64/100 Medium (~45m)

### Largest Contentful Paint (field, this URL)

Needs improvement: 3.67s.

#### Generic best practice

Real users experience slow Largest Contentful Paint (Chrome UX Report field data). Optimise the largest above-the-fold element: serve a properly sized, modern-format hero image, preload it, and cut render-blocking CSS/JS.

Medium · Content · Priority 62/100 · Medium (~45m)

### E-E-A-T: Expertise

Moderate:

#### Generic best practice

Show expertise: author bio with credentials, citations to reputable sources, in-depth coverage of the topic, technical accuracy.

Medium · Content · Priority 62/100 · Medium (~45m)

### E-E-A-T: Trustworthiness

Moderate:

#### Generic best practice

Add trust signals: clear contact info, privacy policy, terms of service, customer reviews, security badges, real photos of team/location.

Medium · Meta · Priority 59/100 · Trivial (~5m)

### Meta description length

Description is 200 characters — likely truncated.

#### Location

Line **12** · `html > head > meta:nth-of-type(10)`

```
    11   <title>Controversial Perspective on Cervical Cancer Awareness | Dr. Rajeev Agarwal</title>
>   12   <meta name="description" content="Explore a thought-provoking approach to cervical cancer awareness
that challenges conventional views, sparks debate, and encourages critical reflection on established norms in
healthcare and advocacy." />
    13   <link rel="canonical" href="https://drrajeevagarwal.in/blog/a-controversial-approach-to-cervical-
cancer-awareness/" />
```

#### Generic best practice

Meta description is outside the 120-160 character range. Too short = thin content; too long = truncated by Google.

#### Code fix

Before:

```
<meta name="description" content="200 chars">
```

After:

```
<meta name="description" content="Rewritten description, 120-160 chars, with the primary keyword and a value
proposition.">
```

Medium · Page speed · Priority 59/100 · Easy (~15m)

### Compression enabled

No gzip/brotli content-encoding header.

#### Generic best practice

Enable gzip or Brotli compression on your server. Typically cuts text payload by 70-80% — easy LCP win.

Medium Images Priority 59/100 Medium (~45m)

### Modern image formats

No images use webp/avif.

#### Generic best practice

Convert images to WebP or AVIF — typically 25-50% smaller than JPEG/PNG with no visible quality loss. Use <picture> for fallback.

#### Code fix

Before:

```
<img src="photo.jpg">
```

After:

```
<picture>
  <source type="image/avif" srcset="photo.avif">
  <source type="image/webp" srcset="photo.webp">
  <img src="photo.jpg" alt="...">
</picture>
```

Medium Content Priority 58/100 Hard (~120m)

### E-E-A-T: Experience

Moderate:

#### Generic best practice

Demonstrate first-hand experience: original photos, personal anecdotes, before/after results, screenshots from the actual product/service.

Medium Content Priority 58/100 Hard (~120m)

### E-E-A-T: Authoritativeness

Moderate:

#### Generic best practice

Build authoritativeness: links from respected sites in your niche, mentions in industry publications, About page detailing your expertise.

Medium Ssl security Priority 54/100 Easy (~15m)

### HSTS header present

Missing strict-transport-security header.

#### Generic best practice

Add Strict-Transport-Security header so browsers refuse HTTP for your domain after the first visit. Bumps SSL Labs grade to A+.

#### Code fix

After:

```
Strict-Transport-Security: max-age=31536000; includeSubDomains
```

Medium Links Priority 53/100 Easy (~15m)

### External links safe

4 external _blank links missing rel=noopener.

#### Generic best practice

Add rel="noopener noreferrer" to target="_blank" links. Without noopener, the linked page can manipulate your window object — security + perf risk.

#### Code fix

Before:

```
<a href="https://other.com" target="_blank">External</a>
```

After:

```
<a href="https://other.com" target="_blank" rel="noopener noreferrer">External</a>
```

Medium Content Priority 53/100 Medium (~45m)

### Readable prose

Flesch reading ease 15.9 — very difficult.

#### Generic best practice

Simplify your prose. Shorter sentences (15-20 words), smaller words (1-2 syllables), more paragraph breaks. Target 8th-grade reading level for a general audience.

Medium Domain security Priority 53/100 Easy (~15m)

### DMARC record present

No DMARC record found at _dmarc.drrajeevagarwal.in.

#### Generic best practice

Publish a DMARC record to tell receivers what to do with mail that fails SPF/DKIM, and where to send reports. Start at p=none to monitor, then tighten to quarantine/reject.

#### Code fix

Before:

```
# no _dmarc TXT record
```

After:

```
_dmarc.example.com.  IN  TXT  "v=DMARC1; p=quarantine; rua=mailto:dmarc@example.com"
```

Medium Geo Priority 48/100 Medium (~45m)

### Content provides clear answers

Moderate (5/10).

#### Generic best practice

Lead each section with a direct, citable answer to the question users would ask. AI engines (ChatGPT, Perplexity) cite the clearest, most specific sentences.

Medium Geo Priority 48/100 Medium (~45m)

### High factual density

Moderate (5/10).

#### Generic best practice

Add concrete facts — numbers, dates, percentages, named sources. Vague prose doesn't get cited; specific data does.

Medium Geo Priority 48/100 Medium (~45m)

### Structured for AI extraction

Moderate (5/10).

#### Generic best practice

Add bulleted lists, sub-headings, definitions, and TL;DR sections. AI engines prefer clearly structured content for extraction.

Medium Geo Priority 48/100 Medium (~45m)

### Cites authoritative sources

Moderate (5/10).

#### Generic best practice

Cite authoritative external sources (links, references). Pages that cite reputable sources are themselves cited more often.

Medium Domain security Priority 44/100 Easy (~15m)

### Security headers configured

Most security headers are missing: strict-transport-security, content-security-policy, x-content-type-options, x-frame-options, referrer-policy, permissions-policy.

#### Generic best practice

Add the recommended HTTP security headers at the server/CDN level to harden the site.

#### Code fix

Before:

```
# missing headers
```

After:

```
# nginx
add_header X-Frame-Options "SAMEORIGIN";
add_header X-Content-Type-Options "nosniff";
add_header Referrer-Policy "strict-origin-when-cross-origin";
add_header Permissions-Policy "geolocation=(), microphone=()";
add_header Strict-Transport-Security "max-age=31536000; includeSubDomains";
```

## Low (6)

Low Technical Priority 52/100 Medium (~45m)

### Response time acceptable

Fetched in 1897 ms — acceptable but slow.

#### Generic best practice

Server is slow. Investigate: enable a CDN, add page caching, optimise database queries, upgrade hosting. TTFB > 800ms hurts every Core Web Vital.

Low Meta Priority 49/100 Trivial (~5m)

### Title pixel width

Title is ~592px wide — likely truncated in Google results (limit ~580px).

#### Location

Line **11** · `html > head > title`

```
    10   <!-- This site is optimized with the Yoast SEO plugin v18.8 - https://yoast.com/wordpress/plugins/seo/
-->
>   11   <title>Controversial Perspective on Cervical Cancer Awareness | Dr. Rajeev Agarwal</title>
    12   <meta name="description" content="Explore a thought-provoking approach to cervical cancer awareness
that challenges conventional views, sparks debate, and encourages critical reflection on established norms in
healthcare and advocacy." />
```

#### Generic best practice

SERP titles are truncated by pixel width (~580px), not character count. A title using wide characters can be cut off even within the character limit. Shorten it or use narrower wording, keyword first.

#### Code fix

Before:

```
<title>~592px</title>
```

After:

```
<title>Shorter, punchier title — keyword first</title>
```

Low Images Priority 44/100 Easy (~15m)

### Below-fold images lazy

Only 0 of 6 images use loading="lazy".

#### Generic best practice

Add loading="lazy" to images below the fold. Saves bandwidth, speeds up initial page load.

#### Code fix

Before:

```
<img src="below-fold.jpg">
```

After:

```
<img src="below-fold.jpg" loading="lazy" width="..." height="..." alt="...">
```

Low Links Priority 43/100 Easy (~15m)

### Descriptive anchor text

21% of anchor texts are generic ("click here", etc.).

#### Generic best practice

Replace generic anchor text ("click here", "read more") with descriptive phrases containing the target page's keywords. Anchors are a strong relevance signal.

#### Code fix

Before:

```
<a href="/laptops">click here</a>
```

After:

```
<a href="/laptops">programming laptops review</a>
```

Low | Ssl security | Priority 39/100 | Trivial (~5m)

### X-Content-Type-Options

Missing x-content-type-options header.

#### Generic best practice

Add X-Content-Type-Options: nosniff so browsers honour the Content-Type and don't MIME-sniff for malicious files.

#### Code fix

After:

```
X-Content-Type-Options: nosniff
```

Low | Ssl security | Priority 32/100 | Medium (~45m)

### CSP header present

Missing content-security-policy header.

#### Generic best practice

Add a Content-Security-Policy header to block XSS by whitelisting allowed script/style sources.

#### Code fix

After:

```
Content-Security-Policy: default-src 'self'; script-src 'self' 'unsafe-inline'
```